



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

SRH Media Inc.  
2204 Countryside Drive  
Silver Springs, MD 20905

## Contract # 198286

<b>Schedule Dates</b>	10/11/12-10/16/12	<b>Date Entered</b>	10/10/12
<b>Advertiser</b>	Sobhani for Senate (16132)	<b>Last Modified</b>	10/10/12
<b>Agency</b>	SRH Media Inc. (3168)	<b>Entered By</b>	Susan Petro
<b>Product</b>	Political-Political (1088)	<b>CO-OP</b>	No
<b>Brand</b>	Sobhani 10/10-10/16 (72539)	<b>Headline #</b>	
<b>Salesperson</b>	Petro, Susan (1110)	<b>Demo</b>	
<b>Sales Office</b>	WJLA - Core Team	<b>Order Type</b>	Normal
<b>Buyer Name</b>	Hazleton, Steve	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>		<b>Commission</b>	\$19,365.00
<b>Account Types</b>	SOBHANI/US SENATE MD/10/10-10/16	<b>Net Total</b>	\$109,735.00
<b>Billing Type</b>	Local/Political Candidate Agency	<b>Sales Tax</b>	
<b>Comments</b>	Standard		

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Oct. 2012	65	\$129,100.00
<b>Grand Total:</b>	<b>65</b>	<b>\$129,100.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A						1	2		3	\$700.00	\$2,100.00	WJLA Arlington (WJLA)		10/10/12
2.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A						2	1		3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		10/10/12
3.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA						2	1		3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		10/10/12
4.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON						2	1		3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/10/12
5.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)						1	2		3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)		10/10/12
6.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P						2	1		3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/10/12
7.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P						1	2		3	\$3,200.00	\$9,600.00	WJLA Arlington (WJLA)		10/10/12
8.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	6:58P- WHEEL OF FORTUNE						2	1		3	\$4,500.00	\$13,500.00	WJLA Arlington (WJLA)		10/10/12
9.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	7:27P- JEOPARDY						1	2		3	\$5,000.00	\$15,000.00	WJLA Arlington (WJLA)		10/10/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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**Advertiser** Sobhani for Senate (16132)  
**Agency** SRH Media Inc. (3168)  
**Product** Political-Political (1088)  
**Brand** Sobhani 10/10-10/16 (72539)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Hazelton, Steve  
**Phone/Fax** /  
**CPE** SOBHANI/US SENATE MD/10/10-10/16  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/10/12  
**Last Modified** 10/10/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$19,365.00  
**Net Total** \$109,735.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Oct. 2012  
**Spots** 65  
**Rate** \$129,100.00  
**Grand Total:** 65 \$129,100.00

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10.0	Normal Line / SPOT	10/11/12-10/14/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P					2				2	\$3,600.00	\$7,200.00	WJLA Arlington (WJLA)		10/10/12
11.0	Normal Line / SPOT	10/12/12-10/12/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P					1				1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/10/12
12.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	12:02A- ABC- JIMMY KIMMEL					1	2			3	\$700.00	\$2,100.00	WJLA Arlington (WJLA)		10/10/12
13.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A					2	1			3	\$200.00	\$600.00	WJLA Arlington (WJLA)		10/10/12
14.0	Normal Line / SPOT	10/13/12-10/13/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT						1			1	\$600.00	\$600.00	WJLA Arlington (WJLA)		10/10/12
15.0	Normal Line / SPOT	10/13/12-10/13/12	3	:30	11:30P- NEWS-ABC 7 NEWS @ 11P						1			1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/10/12
16.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							1		1	\$600.00	\$600.00	WJLA Arlington (WJLA)		10/10/12
17.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/10/12
18.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT							1		1	\$2,000.00		WJLA Arlington (WJLA)		10/10/12

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18.0.1	Preempt	10/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
19.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/10/12
20.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1						2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/10/12
21.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		10/10/12
22.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1						2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		10/10/12
23.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/10/12
24.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1	1						2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/10/12
25.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1						2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/10/12
26.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1						2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		10/10/12

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28.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	7:27P- JEOPARDY	1	1	1						2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/10/12
29.0	Normal Line / SPOT	10/15/12-10/15/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1								1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/10/12
30.0	Normal Line / SPOT	10/16/12-10/16/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1		1						1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/10/12
31.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A	1	1	1						2	\$200.00	\$400.00	WJLA Arlington (WJLA)		10/10/12
32.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	12:02A- ABC-JIMMY KIMMEL	1	1	1						2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/10/12

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## Date: 10/9/201

**Bill To:**

10/10/2012

10/16/2012

**Affiliation:** ABC

**Fax:****Total Spots**

**WJLA-TV**

Program	Start Time	End Time	Day	Week	Genre	Rating	Viewers (Millions)	Advertisers	Notes
M-F 7:30p-8p	7:30p	8p	M-F	30	jeopardy	TV 14	\$5,000.00		
M-F 11p-11:35p	11p	11:35p	M-F	30	late news	TV 14	\$3,600.00		
M-F 11:35p-12:05a	11:35p	12:05a	M-F	30	nightline	TV 14	\$2,200.00		
M-F 6:27p-6:30p	6:27p	6:30p	M-F	30	world news	TV 14	\$8,000.00		
M-F 12m-1a	12m	1a	M-F	30	J KIMMEL-ABC	TV 14	\$700.00		
M-F 4:30a-5a	4:30a	5a	M-F	30	GOOD-WASH 430A<	TV 14	\$200.00		
Sa 7a-8a	7a	8a	Sa	30	gma	TV 14	\$600.00		
Sa 7p-7:30p	7p	7:30p	Sa	30	wheel	TV 14	\$1,000.00		
Sa 11:30p-12:05a	11:30p	12:05a	Sa	30	news	TV 14	\$1,000.00		
Su 8a-9a	8a	9a	Su	30	gma	TV 14	\$600.00		
Su 5p-6p	5p	6p	Su	30	news	TV 14	\$1,000.00		
Su 6p-6:30p	6p	6:30p	Su	30	world news	TV 14	\$2,000.00		
Su 6:30p-7p	6:30p	7p	Su	30	wkend news	TV 14	\$1,600.00		

# Sobhani Oct. 10-16

Date: 10/9/201

Client: Sobhani  
Media: TV  
Product: N/A  
Primary Demo: Adults 35+

Flight Start Date: 10/10/2012  
Flight End Date: 10/16/2012

Vendor: WJLA

Bill To:

Affiliation: ABC

Phone:  
Fax:

Daypart	COST	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
		Dur	10/10	10/11	10/12	10/13	10/14	10/15	10/16	Spots

Washington, DC Oct12 Proj. (Oct11 HUT, May12 SHR) DMA Nielsen Live Only

WJLA-TV  
Su 11p-12:05a  
news  
\$1,800.00  
✓ 30 0 0 0 0 0 0 0 0 1

Total Spots: 12 12 12 3 5 12 12 68

Total Cost: \$133,100.00  
Total  
OCT 12 \$133,100.00 68